

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

April 3, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

## MAY CTS: CAMEL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800332

Dear «GREETING»:

CAMEL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with «SLVSKUS» Display Sleeve Kits, Item #541400, and «SKUS» P.O.S. Kits, Item #541430 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

«PO»

CAMEL B4G1F BRAND STYLES	UPC Code	#/ (6M) Cases
Filter Box	12300-23595	<u>«STYLE1»</u>
Light Box	12300-23596	<u>«STYLE1»</u>

### Displays (Item #541400)

SKU CUBE: 1.8220

SKU WT (w/o Product): 4.7950 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 16 Full Price Cartons

Product / Display Arrival: April 21, 1998

Ship Date to Retail: Week of: May 4, 1998

EFT \$ Amount: \$«EFT»

51861 1118

B4G1F CTS  
«ACCOUNT»

**Promotion Description:**

Camel Display kit includes 40 assembled sleeves ready for loading.

**Sleeves do not need to be removed from Kit.**

Place one B4G1F 'pre-sleeved' offer into each Camel style-specific sleeve and ship loaded display to retailer.

**Display Load:**

**Twenty 5-Pack Camel Filter Box offers**

**Twenty 5-Pack Camel Light Box offers**

**SHIP ONE P.O.S. KIT (ITEM #541430) TO EACH RETAILER LISTED.**

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

**See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$5.60 per each promoted 6M case for all product packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (6M) case(s) @ \$5.60). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

Enclosure: Customer List  
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.